



# City of San Antonio

## Agenda Memorandum

**File Number:**17-5540

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**Agenda Item Number:** 6.

**Agenda Date:** 10/3/2017

**In Control:** Audit and Accountability Committee

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CITY OF SAN ANTONIO  
AVIATION DEPARTMENT  
INTERDEPARTMENTAL MEMO

**TO:** Sheryl Sculley, City Manager

**FROM:** Russell J. Handy, Aviation Director

**COPY:** Audit and Accountability Committee; Carlos Contreras, Assistant City Manager; Ben Gorzell Jr., CPA, Chief Financial Officer; Troy Elliott, CPA, Deputy Chief Financial Officer, Finance; Kevin Barthold, City Auditor

**SUBJECT:** Post-Solicitation Briefing for Advertising and Marketing Services

**DATE:** October 3, 2017

The Advertising and Marketing Services contract will provide the Aviation Department with an agency to develop and implement marketing and advertising campaigns for U.S. and International markets, City's Air Service Incentive Program, Airport Concessions Marketing Campaign, and Loyalty Program. The solicitation process has been completed.

On June 7, 2017, a RFP was released to select a qualified and experienced agency to provide advertising and marketing services for the San Antonio Airport System. The selected agency will perform and/or manage media program evaluation and purchases across all channels and monitor return on investment and related accounting and report requirements.

The RFP was advertised in the San Antonio Express-News, American Association of Airport Executives website, Airport Council International website, TVSA channel 21, and on the City's website on June 7, 2017. Responses were due July 12, 2017, and a total of five firms responded to the RFP. A selection committee consisting of management staff from the Aviation Department and a member of the Airport Advisory Commission evaluated and ranked the submissions.

The selection committee evaluated and scored the proposals based on the published criteria which included: experience, background, qualifications; proposed plan; price; and ACDBE Program. Two firms were shortlisted for interviews which were held on September 22, 2017.

This item is tentatively scheduled for Council consideration on November 16, 2017.

